

Volume XI.
Number 4.

OCTOBER, 1903.

\$1.00 a Year.
10c. a Copy.

THE SMOKER'S MAGAZINE

The Only Illustrated
Monthly Magazine for
Smokers, Tobaccoists,
Hosts and Guests
Containing all the

HOTEL NEWS

PUBLISHED BY

THE SMOKER'S MAGAZINE CO.

NEW BRUNSWICK AND NEW YORK.

COPYRIGHT, 1903, BY THE SMOKER'S MAGAZINE CO. ALL RIGHTS RESERVED.

ENTERED AT THE NEW BRUNSWICK, N. J. POST OFFICE AS SECOND CLASS MAIL MATTER.

The Hotel Clerk As A Detective

JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE
OF

SHOW CASES,



No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork FROM ORIGINAL DESIGNS.

We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.

Office and Factory: **ROCHESTER, N. Y., U. S. A.**
30 & 32 SOUTH WATER ST.

VOLUME XI.

NUMBER 4.

The Smoker's Magazine

CONTENTS FOR OCTOBER, 1903.

	PAGE		PAGE
The Hotel Clerk as a Detective....	101	A Good Show Card (Illus.).....	111
New York Amusements.....	103	Filling Smoker's Wants.....	111
Another Mark Twain Story.....	103	EDITORIAL DEPARTMENT:	
New York's New Hotel (Illus.)..	104	Smoking — Rights — Arguments—	
Illustration of Hotel Bartholdi.....	105	Sarcastic Salesmen — Courtesy —	
Hotel Stories.....	106	The Best — Prompt Pay — True	
New York Hotels in '61.....	106	Colors	112-113
Small Windows and Wooden Floors	107	PUFFS OF SMOKE.....	113
Extras in European Hotels.....	107	Makers of Smokes.....	114
Uncle Sam as a Hotel-Keeper.....	108	THE WORLD OF TOBACCO.....	115
THE ADVERTISING OF SMOKES (Illus.)	109	Smoked 100,000 Cigars.....	115
Value of Illumination.....	109	The Tobacco War in England.....	116
Frequent Changes in Windows....	109	Experiments with Perique Tobacco.	118
Carelessness in Business.....	109	Gypsies Smoke Cigarettes.....	118
Advertising by Card (Illus.).....	110	Egyptian Grown Tobacco.....	120
Brevity in Announcements (Illus.)	110	NEW SMOKE HOUSES.....	122
Misrepresentation and Substitution.	110	With the Jokers.....	124
The Effect of Price Cards.....	111	WHERE TO STOP.....	125
Success of Small Business.....	111		

BALLISTITE

Is unapproached for pigeon shooting and heads the list for money winnings the past two seasons. Do not be handicapped. Insist on having your shells loaded with

BALLISTITE

for the coming Grand American Handicap. If your dealer cannot or will not supply you, write us direct for discounts.

Load No.	Gauge.	Powder.	Shot.	Per 1000
X 1.....	12	20 grains.....	1 ounce.....	\$34 00
X 2.....	12	20 ".....	1 1/2 ".....	35 00
X 3.....	12	22 ".....	1 ".....	35 00
X 4.....	12	22 ".....	1 1/2 ".....	36 50
X 5.....	12	22 ".....	1 ".....	38 00
X 6.....	12	24 ".....	1 ".....	38 00
X 7.....	12	24 ".....	1 1/2 ".....	37 00
X 8.....	12	24 ".....	1 ".....	39 00
X 11.....	10	26 ".....	1 1/2 ".....	41 00
X 12.....	10	26 ".....	1 ".....	42 50
X 13.....	10	28 ".....	1 1/2 ".....	42 00
X 14.....	10	28 ".....	1 ".....	43 50
X 20.....	16	30 ".....	1 1/2 ".....	35 00
X 21.....	30	16 ".....	1 ".....	32 00

Packed 25 in a box; 500 in a case.

Wadding: One grease proof, two black edge, one cardboard.

Order by number and state kind of powder and size of shot.

NOTE—Specify "X" before load number, as "X" denotes this brand only.

THE IRON CITY SUPPLY COMPANY

IMPORTERS AND DEALERS IN

Fire Arms, Ammunition & Sporting Goods.

420 S. LANG AVE. PITTSBURG, PA.

Please mention THE SMOKER'S MAGAZINE to advertisers.

\$1,000 REWARD

WILL BE PAID FOR EVIDENCE THAT SECURES THE ARREST AND CONVICTION UNDER THE INTERNAL REVENUE LAWS OF ANYONE FOR REFILLING BOXES OF THE

BOCK
AFRICANA
ANTIGUEDAD
CAROLINA
COMERCIAL
CORONA
ESPANOLA

ESTELLA
FLOR DE CUBA
DON QUIXOTE
CABANAS
FLOR DE MURIAS
FLOR DE YNCLAN
HENRY CLAY
INTIMIDAD

J. S. MURIAS
MERIDIANA
ROSA AROMATICA
ROSA DE SANTIAGO
VENCEDORA
VILLAR Y VILLAR
MANUEL GARCIA

WITH DOMESTIC CIGARS, OR UNDER THE CRIMINAL LAWS OF NEW YORK FOR COUNTERFEITING ANY OF THE LABELS, BANDS OR RIBBONS USED ON THESE BRANDS OF

IMPORTED HAVANA CIGARS

Havana Tobacco Company

III FIFTH AVENUE, NEW YORK

Mr. Dealer:—Let us quote you our Special Price on this popular brand.

All through the Smoker's alphabet,
from "A" way down to "Z."

The letters that he loves the best

Are

The
Best
5 cent
Cigar

O.I.C.



An Exceedingly Fine Smoke,
For Sale

at all good stores and hotels.
JUL. ALVAREZ & CO., Makers, Allentown, Pa.

Sample box sent "express prepaid" upon receipt of 50c.

Please mention THE SMOKER'S MAGAZINE to advertisers.

*A Source
of
Energy*

HORSFORD'S ACID PHOSPHATE

If you feel weak, all tired out, sleep does not refresh or the appetite and digestion are poor, you will find it invaluable.

It cures the causes of Headache, Wakefulness, Dyspepsia and reduced state of the nervous system. It is the most Nourishing, Strengthening and Invigorating Tonic known.

If your druggist can't supply you we will send small bottle, prepaid, upon receipt of 25 cents. RUMFORD CHEMICAL WORKS, Providence, R.I.

MENNEN'S



BORATED
TALCUM

TOILET POWDER

DELIGHTFUL AFTER BATHING, A LUXURY AFTER SHAVING

Beautifies and Preserves the Complexion.

A positive relief for PRICKLY HEAT, CHAFING and SUNBURN, and all afflictions of the skin. For sore, blistered and perspiring feet it has no equal. Removes all odor of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it. Sold everywhere, or mailed for 50 cents. AVOID HARMFUL IMITATIONS. (Sample free).

GERHARD MENNEN CO., Newark, N. J.

Something
New

Mennen's Violet Talcum

Something
Exquisite

JOHN WARDLOW, President.

JOHN W. MERRIAM, Treasurer.

Ruy Lopez C^a

Manufacturers of

Vuelta Abajo Habana Cigars

Exclusively

KEY WEST, Fla.

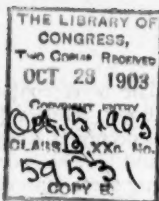
OFFICES:

139 Malden Lane, New York



"ALWAYS AS FINE AS TOBACCO GROWS."

Please mention THE SMOKER'S MAGAZINE to advertisers.



THE SMOKER'S MAGAZINE

.. The Only Illustrated Monthly Magazine Issued ..
.. For Smokers, Tobacconists, Guests and Hosts. ..

Vol. XI.

October, 1903.

No. 4

The Hotel Clerk As a Detective.

ALMOST every clerk of a hotel is more or less a proficient detective," declared a clever man behind the desk of a large New York hotel. "This is because it is an unchangeable rule in every reputable American house that the guest who writes his name in the register is a 'suspect' until he proves himself all right. There is not much difference so far as dangers go, between the position of a hotel clerk and that of a jeweler. Both deal with strangers and cranks and crooks, and neither knows the minute that the visitor may draw a gun on him."

"Won't you give a bit of your personal experience as a detective while serving in the capacity of clerk of this house?" he was asked.

He then went on to relate a chapter that proved greatly interesting. The story was occupied with a benevolent looking old chap who posed as a clergyman, with a patriarch-like beard. He had been a guest at the hotel a half dozen times before he came in on this particular occasion and registered, and the eye of suspicion had long been withdrawn from him. So

when he asked for a room he was assigned to one that communicated with that of a regular boarder, and no more was thought of the matter.

That is, the clerk dismissed the benevolent-looking guest from his mind until early the next morning, when the boarder came rushing up to the desk. "I've been robbed during the night of \$200 in cash," he shouted. "It was in a pocketbook in my trousers, which were on a chair when I went to sleep. When I felt for the book this morning it was not to be found."

The clerk hastened to the room with the boarder. He looked at the front door; it had not been tampered with, and no one could have got in through the windows, for neither ledge nor fire escape ran by them.

Then the clerk went to the communicating door and tried it. It opened—and the key, to the certain knowledge of the clerk, had not been out of the office for weeks.

Suddenly there flashed into the clerk's mind the benevolent old gentleman. "But it couldn't have been that old preacher," he told himself. However, he began looking carefully about

the floor. For fifteen minutes he looked, and ran his hands over the carpet; then suddenly he straightened up.

"It was the fellow who slept in this room last night," he said, as he held up a piece of wire bent something like a Z.

The man whose money had been stolen looked in astonishment.

"Why do you think so?"

"That," was the reply, and the clerk indicated the little piece of wire, "is a part of a broken lock-pick that the burglar left behind him."

The clerk went down stairs to look for his man, but the suspect had left in the night. All he could do was to lock the little piece of wire in the office safe, notify the police authorities and—wait.

A few days later the chief detective of a steamboat line running to the city walked up to the hotel clerk.

"I've traced a benevolent old chap with a long white beard to this hotel," he said. "He's one of the country's famous sneak thieves, and we're after him for lifting our patrons' baggage."

The clerk told his experience with the wily patriarch, and the upshot of the exchange of confidence was that the hotel and the steamboat company each agreed to pay half of the expenses incurred in running down the man.

The chase occupied a year. Then one day the clerk received word that the thief had been caught in Philadelphia. Thither the clerk went and identified the man; and on the witness stand he told what he had found in the room that the prisoner had occupied on the night of the robbery.

The little piece of wire, that only a person who was born a detective would have discovered and recognized as being of great value, did the business. The judge sentenced the man to seven years in prison.

Another clerk of an up-town hotel gave his experience as a detective. He had brought about the restoration of a pocketbook belonging to a west-

ern lumberman. The book contained something like \$25,000. While a guest at the hotel, he had occupied a seat at the writing table, and laid his pocketbook down. Needing some stationery, he arose and went to the desk, and upon returning, missed his pocketbook. He rushed to the clerk.

"Great God!" he exclaimed, "somebody has taken my book, and all of my money."

The clerk began to search for the robber. By a little quiet inquiry he learned that an habitual loungeur about the hotel had been loafing in the writing room shortly before the robbery had been reported. But now he was not to be seen.

The clerk went to police headquarters, told his story and his suspicions, and got a man assigned to frequent the hotel.

For days they watched in vain for the suspect, but finally he turned up, as the clerk thought he would, in order to keep suspicion from falling on him. Pretty soon the loafer, having been courteously treated as usual by the passing hotel employees, got up and started for the door.

Then it was that a man who had been seated within vision of the clerk approached the loafer and tapped him on the shoulder.

"I want you to come with me," he said.

"Yes," added the clerk, as he joined them, "we want you to come up to police headquarters and tell us what you've done with the pocketbook and money that you took from the writing table in this hotel last Tuesday week."

The man stoutly protested his innocence, even at police headquarters. At last the chief turned to the clerk:

"I believe you got the wrong man this time," he said.

But the clerk stuck to his suspicions. Turning to the prisoner, he said: "Look here, you've got a queer pocket just inside your coat; and its mouth is big enough to let you slip things that

lie on tables into it quickly; and it's deep enough to hold big objects like long pocketbooks."

"Search him," said the chief to his assistants.

Just inside the coat they found such a pocket as the clerk described. In a pocket on the inside of the man's waistcoat they found the pocketbook with the money untouched.

Then the chief turned to the clerk: "How in thunder did you know he had a queer pocket in his coat?" he asked.

The clerk was modest.

"I didn't," he replied. "I just thought he ought to have one, to be able to slip a big pocketbook off a table in broad daylight without anybody's noticing him."

New York Amusements.

DEAR old Ned Harrigan is back in New York—he is "Under Cover," but his admirers may behold him at the Murray Hill Theatre. Mrs. Yeamans is there as are also Dan Collyer, Jos. Sparks and Harry Fisher. Harrigan's success seems to revive the memories of "Old Lavender" and "The Mulligan Guards."

At Wallack's Theatre, "Peggy from Paris," continues its successful run.

Proctor's Big Four, in New York, means the 23d St., 5th Ave., 58th St. and 125th St. Theatres, where there is always something of intense interest on the boards, be it drama, comedy or vaudeville. Mr. Proctor has secured from that wizard of photography, Georges Melies, in far away Paris, moving pictures which are by no means of a conventional sort and which will be first seen in America at the Proctor playhouses. Mr. Proctor's many busy hours are devoted to securing the best talent and novelties, which means daily delights to thousands of New York patrons.

Harry Von Tilzer, the composer of the "Fisher Maiden," the popular

opera now seen at the Victoria Theatre, was formerly a composer of popular songs.

At Daly's Theatre "The Three Little Maidens" still reigns supreme.

Richard Mansfield is again to claim New York's attention, this time in "Old Heidelberg" at the Lyric Theatre. He will have but one rival—Dowie, the alleged modern Elijah. Both are artists, but Mansfield has the longest record.

At the Belasco Theatre, Blanche Bates in the "Darling of the Gods" is still playing to crowded houses.

It appears that about all there is of interest in "The Spenders," at the Savoy Theatre, is Wm. H. Crane. In fact he was about all there was in the play named "David Harum."

Maxine Elliott is having "Her Own Way," at the Garrick Theatre.

At the Knickerbocker Theatre, "The Roger Bros. in London" is still the attraction.

Tailors by the score are said to be beseeching Lillian Russell to allow them to build unmentionables for her to caper about in "Hoop Dee Doo," at Weberfields.

At the Broadway Theatre, "Hearts Courageous" and Orrin Johnson are filling the house.

Another Mark Twain Story.

WHEN Mark Twain was a young and struggling newspaper writer in San Francisco a lady of his acquaintance saw him one day with a cigar box under his arm looking in at a shop window.

"Mr. Clemens," she said, "I always see you with a cigar box under your arm. I am afraid you are smoking too much."

"It isn't that," said Mark, "I'm moving again."

Every man who believes in pushing his business should read THE SMOKER'S MAGAZINE; only \$1 a year—1,000 Gummed Labels FREE.

New York's New Hotel.

SOMETHING novel in the way of accommodations will be found by tourists who visit the metropolis this fall, in one of the latest and most modern hotels, the Belleclaire.



During the last five years New York has seen more improvements in high grade hotels than during the fifteen preceding years, and an illustration of this progress is evidenced in the Belleclaire, one of the most attractive hotels in design and appointments, and one which fills every desire of the most fastidious.

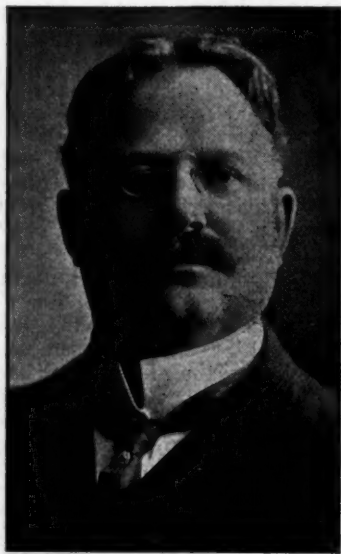
Milton Roblee, the proprietor of the establishment, is one of the best-known and most popular hotel men in New York, whose name stands as a synonym for thorough and efficient management, and as a guarantee for complete satisfaction to all who partake of his hospitality. Mr. Roblee has spared no pains or expense to make the hotel one of the most perfectly appointed and equipped in the city, with the result that the Belleclaire is an artistic delight as well as a thoroughly comfortable and luxurious stopping place for the traveler within the gates of the great city.

The hotel is located on the southwest corner of Broadway and 77th St., only a few minutes ride to the leading theatres, clubs and shopping districts via the Amsterdam and Sixth avenues, the Broadway and Columbus avenue and the 42d St. lines. The station of the Rapid Transit Subway will be at 78th St. The hotel is a minute's walk from America's most beautiful river, the Hudson, a view of which can be had from the Belleclaire windows; also, of New York Bay, Jersey Heights, Grant's Tomb, the Palisades.

Every improvement in fire-proof construction, a vital consideration in these days of tall buildings, has been strictly adhered to, and scrupulous care has been exercised to make the Belleclaire the most modern apartment hotel, not only in architecture, but also in all its appointments.

The ground floor is occupied by the exchange, restaurant, palm garden, Moorish room, cafe, billiard room, private dining rooms and a large and spacious promenade hall, all furnished in the most artistic and luxurious manner.

The restaurant is of magnificent proportions and was designed and decorated after the period of Louis XV. One of its most attractive features is the exceptionally large win-



MR. MILTON ROBLEE.

dows facing Broadway and 77th St., giving a cheerful appearance as well as light and air to the main room. Meals are served a la carte at reason-

able prices, consistent with excellent fare and service.

Another particularly attractive feature of the hotel is its large and inviting palm garden. It is modeled after the style of the Italian Renaissance and contains a spacious dome and front built of cathedral glass, which, together with the natural palms and tropical plants and the warm tints of the Italian marble, make the garden a most delightful rendezvous for guests and visitors.

The Belleclaire has an exceptionally handsome and well-equipped billiard room, provided with the most approved and up-to-date tables, for the exclusive use of the guests, ladies as well as gentlemen. Adjoining billiard room is the writing room, which includes a well-selected library containing the works of the great standard authors, as well as encyclopaedic and reference works, with a woman librarian always in attendance. Each room is supplied with a catalogue of all the books contained in the library, and these may be obtained from the librarian by the guests.

The gentlemen's cafe is one of the handsomest in the city, and contains news and stock tickers and all daily and weekly papers of note.

In the construction of the hotel especial care was exercised that each apartment should be amply supplied with light and air. Suites of one, two or three rooms have been most largely adhered to, although these can be easily enlarged by the connection of adjoining suites. A number of apartments and furnished rooms have been provided for the accommodation of transient guests, for whom special rates are made. The furnishing of these apartments is particularly complete. The floors are all of hardwood, and each apartment contains a long-distance telephone, porcelain bath and up-to-date open plumbing, wall cabinets, large, commodious closet rooms (a particularly attractive feature to women), velvet carpets, exquisite furniture and brass beds.

The building is heated by steam and lighted by electricity and there are two electric passenger elevators, the service being maintained day and night.

Another delightful attraction which Mr. Roblee has to offer his guests is a roof garden, where visitors may take their meals while listening to music and enjoying the ocean breezes. The garden was formally opened on June 6, when a delightful musical program was rendered by the 69th Regiment Band, and an exceedingly clever vaudeville entertainment was given, in which many first-class artists took part.

Considering the character, many



HOTEL BARTHOLDI.

attractions and liberal plan on which the hotel is conducted, the rates will be found particularly attractive. For a single room with bath for one or two persons they are \$2.50 per day; parlor, bedroom and bath for two or three persons, \$4 and \$5 per day; two bedrooms, parlor and bath for four or five persons or less, \$5 and \$6 per day.

It may be well to add that the long established and well known Hotel Bartholdi, 23d St. and Broadway, opposite Madison Square, is also conducted under Mr. Roblee's able and liberal hand.

Hotel Stories.

NEW YORK still retains many of her old landmarks in the matter of hotels, in spite of the fact that the modern-day vandals are doing their utmost to deface the dearest memories. In this connection there are many things to be said touching upon the old houses.

—The Astor House is not as ancient as many people fancy. John Jacob Astor, its founder, built it in 1836, twelve years prior to his death.

—The New York Hotel, at the corner of Broadway and Waverly Place, was opened in 1840. This was an aristocratic house, and the resort for leading families, as well as the stopping-place of many world-famous guests. Jenny Lind, introduced to America by P. T. Barnum, was one of the visitors.

—The Clarendon, opened in 1850, was the temporary home of numerous foreign diplomats.

—The Irving Hotel, at Chambers street and Broadway, was established in the year of 1850.

—The two notable houses whose doors were thrown open in 1852 were the Metropolitan and the St. Nicholas, and in these the "bridal chambers" were first inaugurated on an elaborate scale. At this time the St. Nicholas was the finest representation of hotel architecture, and held the palm until 1859, when the Fifth Avenue Hotel was opened.

—The Brevoort House and the Everett House were established in 1854.

—A cluster of five notable houses, of old age, still reign prominently in New York, namely, the Fifth Avenue, the Sinclair, the Continental, the Morton and the Ashland, the dates of opening ranging probably in the order given. The term "probably" is used with caution, as few persons now living seem to carry any recollection of the early days of these houses.

—Beginning with the Fifth Avenue Hotel, it may be said that its registers

contain data from which might be written history of rich value. The first eminent guest to arrive was the Prince of Wales (now King Edward VII.), in 1860.

—It is said that no hotel in the universe has entertained so many distinguished persons during the past half century as the Fifth Avenue, and even to-day, as old as it is, the house can boast of many conveniences fully as acceptable and up-to-date as the newest hostelries. Royalty has graced its tables, the names including the Emperor Dom Pedro, of Brazil, who held court there; Prince Nareo, Crown Prince of Siam (1884); Prince Napoleon, son of "Plon Plon," and many others.

—Men famous in the building of the country's history; and artists of high degree have stopped here. During the war of the Rebellion the walls of the Fifth Avenue rang with patriotism. It is said that it was the most prosperous of all the hotels that reigned during the bloody seige, the rooms having been crowded from street floor to roof, and guests were only too glad to lodge anywhere, and in unlimited numbers in a room.

—The same national up-heaving that gave the Fifth Avenue its start, was the cause of failure of the founder of the Sinclair House. Mr. Sinclair opened this hotel in the first days of August, 1861. The Rebellion drove him to the wall, and he was succeeded by A. L. Ashman.

—Third in matter of age in this cluster of five houses, the Continental, was originally known as the Osborne, a Mrs. Osborne having been the proprietress. It then became known as the Barnum, and in 1875, the present style of the Continental was adopted.

—In all probability, the present Morton House was next opened, the name for years having been known as the Union Place Hotel. A few years ago it was purchased by Mr. Morton, who was formerly a partner with Mr. Ashman in the Sinclair. As the Union

Place Hotel it was the headquarters for years for the theatrical profession, when the "Rialto" was confined within this locality.

—The Ashland House, fifth of the group of hotels named, was opened by W. H. Selkirk. But even the present proprietor, H. H. Brockway, does not call to mind how many years ago. He took the house about 1868. It was always known as the Ashland.

—Speaking of hotels, there is a great house in Upper Broadway that was originally intended for a family resort. But a peculiar feature about it is the windows. They were constructed so small as to make the rooms undesirable for permanent guests, therefore the hotel was turned into a transient house.

—It is pertinent to mention the fact that the new hotel now being constructed next door to the house in question, is provided with windows quite as stingy in matter of size as the hotel that brought disappointment to its projectors.

—It is to be regretted that the wooden floors, as applied to hotels, is almost a thing of the past. One of the most attractive and home-like features of the old Brunswick, 5th avenue and 26th street, was its cozy rooms with the wooden floors. The The Old Royal, at 6th avenue and 40th street, which went down in that dreadful billow of flame on a cold March morning, when men and women were roasted alive, had the attractive wooden floors. The Sinclair has one wooden floor remaining,—in the Café—and old-timers love to lounge here. In almost every house one encounters the cold, forbidding, stone or tile flooring.

—If one would merge himself into a foreign atmosphere in New York, he has but to go down to the Hotel Lafayette—Brevoort, in lower Fifth avenue. Here, nothing but French is spoken, the guests being almost without exception from France. But why Messieurs. Raymond Orteig and Antoine Lablanche should have given

orders to paint the house in that frightful, night-mare blue and yellow coat is a mystery. It is a hue that that drives one mad while gazing upon it.

—The Hotel Grosvenor is one of the few American houses that remind one of being in London. Two porters stand waiting, and enquire the nature of the visitor's business, and if he is merely on an idle mission, he finds no welcome.

—Paul Pinkerton, the advertising manager of the St. Denis Hotel, tells a story that illustrates a phase of difference between American and European hotels. Over in Paris, for example, the guest sits at the table, and all sorts of delicacies are set before him. Naturally he fancies that the olives and other tempting things go with the regular meal. But he awakes from his dream when the bill is presented. The olives, etc., are charged up as "extras," and he must pay for them, as he does for candles in the English hotels.

—The same rule applies in Glasgow. The "scones" and a few other appetizers are placed on the table. The guest innocently devours them, but the "extras," as they are called, go to swell the landlord's receipts.

—Apropos of hotels at home and abroad. One of the oldest houses in New York has signs conspicuously displayed to this end: "Please keep your feet from the woodwork." From this it would appear that the average American lounging in the hotel sits on the small of his back with his feet above his head, on the window sills and mantle pieces.

—No hotel in New York has come more suddenly into prominence than the Sturtevant, in West 35th street. Frank J. Bang, formerly of the Sturtevant House of world-wide renown and, Charles Jaimes, for years the proprietor of the Brevoort House, are at the head of it. As hotel men, both are noted. Mr. Bang succeeded to the estate left by his father, and when the old Sturtevant House was sold, he

moved further up town. Mr. Jaimes made the Brevoort a guest-house for famous people from abroad. His souvenirs in the form of a cup during the Queen's Jubilee went all over the country. The new Sturtevant is housing guests from all sections of the country, and the register shows names of travellers from London and Paris. The location of the house is what the European craves—quiet and free from the turmoil of the city's crazing rush.

—A new and successful man has entered the hotel field in New York—a former actor, Milton Roblee, proprietor of the Belleclaire and the Hotel Bartholdi. He is going at his task as one to the manor born. It is so seldom that an actor makes a good business man.

—Henry B. Morton has been obliged to postpone the opening of the new Knickerbocker Apartment Hotel until November 1st. This is a month later than he had originally intended. He has issued a beautiful book, setting forth the advantages of the house. The pamphlet contains eight pen sketches of scenes of New York, when it was known as Amsterdam, and as a comparison he gives an engraving of the new house.

—The International Stewards' Association in their annual convention held at Indianapolis, Ind., decided to invite Booker T. Washington to attend the next annual meeting at Tuskegee Institute, to discuss the propriety of training colored boys to become waiters. There is room for such a move. Bad waiters are among the most glaring short-comings of hotel management.

—The Hotel De Oriente, at Manila, P. I., has been purchased by the U. S. Government for \$313,000. It will be used for federal purposes.

—The Midland Hotel, at Manchester, England, has been opened by the Midland Railway Company.

—The heaviest loss by any recent hotel fire was that suffered by Schultz's Palm Garden, at San An-

tonio, Texas, the misfortune having amounted to \$200,000.

—Buffalo, N. Y., is to have a new house in the Lafayette Hotel, to open March 1st, 1904. The structure will represent an outlay of \$500,000. Spaulding and Oaks, now of the Niagara and the Cheltenham, in Buffalo, will manage the hostelry, while the Lafayette Hotel Co. will manage the property under a lease from Mr. Duffy.

—W. T. Ingold has been engaged manager, M. E. Burk chief clerk, and M. MacMillan cashier of the Hotel Endicott, in New York. C. Nobes is to be the clerk, J. H. Geraty night clerk, J. H. Crowe bookkeeper, Miss Mayme Harris auditor, and J. White Kelley steward.

—The new Hotel York, at the corner of 36th street and 7th avenue, New York, is scheduled to open its doors October 15th.

—Col. T. E. Roessle, proprietor of the Arlington Hotel of Washington, D. C., has resumed his post after a three month's European tour.

—In Chicago, according to a court decision, in re the Sherman House, makes it legal to operate as many places for the sale of liquors on the premises as may be deemed necessary, provided one saloon license is procured and all of the departments of the hotel are conducted under one management.

—Charles F. Milligan is now the sole proprietor of the Victoria Hotel, Chicago, having purchased the interest of his former partner, Frank Upman.

—C. W. Robinson has leased the Florence, of San Diego, Cal., for a period of ten years. He was steward of the Del Coronado for ten years.

—The annex to the magnificent St. Charles Hotel, of New Orleans, is to be opened the 1st of November. "Andy" R. Blakely, the proprietor, was a poor Irish lad who came here and fought during the war of the Rebellion. He was afterwards a steward in New York, and is now fighting his way to success in the St. Charles.

The Advertising of Smokes.

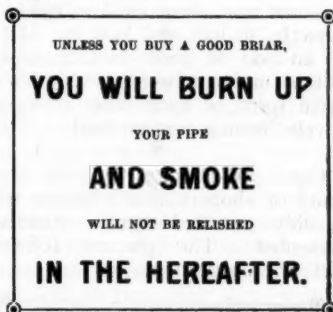
MORE LIGHT" was the cry from chaos, when the mixed masses and vapors and gases were struggling for their proper place in the days of the world's creation. "More light" is always the cry of the populace when roaming from shop to shop in search of desirable bargains. The merchant who brilliantly lights his business establishment is the one who draws the crowds and transacts the most business. After all, people are endowed with the same desire for light as moths—the brilliantly illuminated show window and shop interior is sure to attract them, and incidentally their money.

There is an exceptional house in New York, one of the most famous in the world in the Oriental goods line, whose interior is a marvel of subdued lighting. All through the establishment there is semi-darkness, with a myriad of lights, incandescent, like the glow worms on a summer's night. The effect is certainly æsthetic, soothing and beautiful—but that sort of lighting goes well with the display of Oriental goods only.

Subdued illumination does not, however, fit the cigar emporium. The man who enters a cigar salesroom wants plenty of bright light—therefore, the cigarman needs it to attract customers, and show off his goods to the best advantage.

Aside from the proper lighting of the shop, the successful cigar tradesman makes a practice of re-dressing his show window frequently—at least once weekly; more often if possible will bring new business. He also studies new features for advertising his goods and attracting the passerby to glance in, and makes good use of the ingenious designs and wordings

of show cards. Here, for example, is a good one:



Perhaps, this announcement may not be encouraging to the casual observer, but provided he will read the entire card, then he will doubtless feel more sure as to his future.

Window dressing is not a lost art—it is being "found" more and more by those engaged in the cigar trade in the keen competition of the present day. A tasty window effect has a far reaching influence upon the passing smoker, and as we have before remarked, the average man who passes the shop is a possible customer. The tradesman has no possible excuse for neglecting to make his window display as attractive as his ability will permit. It is gratifying to note that more attention is being given to this branch of the business, as is demonstrated by careful observation. The retailer who realizes the advantage of properly displaying his wares will do more business than the fellow who doesn't.

There are careless merchants, and too many of them. There are those who permit the dust to gather, and the same old stock fills the window from week to week, and it may also be said almost from year to year. Merchants who encourage and practice

such neglect, it will be noticed, rarely ever succeed. They remain petty shop-keepers all of their lives. Mark the difference of the tradesman who always has some new arrangement, or brand of cigars and tobacco, or some new show card to cause the passerby to halt and look in. It may be an odd or queer looking pipe, a roll of native tobacco put up in unusual form, or some other interesting novelty from a foreign land.

Card advertising in the cigar stand or shop is most effective when sensibly worded and attractively presented. The placard following will draw customers.

Don't Keep It

A SECRET THAT OUR SUCCESS
IS DUE TO GIVING FULL VALUE
TO ALL—WHEN YOU SMOKE ONE
OF OUR BRANDS YOU WILL
NOT ASK US TO

Take It Back.

The wording in centre portion of card may be changed, if desired, to fit any individual case.

It some times costs money to properly advertise the shop, but it is usually worth all it costs. A New York fruiterer has a knack of making people look at his goods, and the incident following is but one of many. His strawberries are \$1 per box, but he spills a box in the window and allow his yellow cat to take a nap in their midst. People going by remark: "What a shame—such extravagance! and strawberries \$1 a box." But the merchant has gained his point—arrested the public attention.

In the preparation of show cards for the cigar seller, brevity should be

observed so far as possible—the shorter the card the more likely it is to be read, and the longer will it be remembered and retained in the mind's eye of the passing smoker. Here is an eye-catcher and riveter—its use will help business along more rapidly:

Smoke Goods

THAT

Smoke Good.

This may be taken with a double meaning, but either way is the right way—the main thing is to have the public read and note the announcement; then, be very particular to give them "Smoke Goods that Smoke Good" and business will increase from day to day.

Always pass out the goods as advertised, and see to it that they are exactly as advertised in every detail—misrepresentation, in the slightest degree, will not be tolerated for an instant by the critical smoker—and, there is no good reason why it should. Substitution, misrepresentation or stretching the truth is nothing more nor less than business suicide. Or, it might be called "Going into involuntary bankruptcy." The cigarman who sells his goods under their true colors, can get the proper prices for them, and he will do the business—the other fellow will only do himself.

Some merchants apparently are averse to the practice of displaying price tickets on the goods displayed in the window. Just why, they are usually unable to say—perhaps they may think it undignified. It is no doubt an excellent practice and is the direct means of selling many hundreds

of dollars' worth of goods every year in shops where the little price-tellers are used. The cigar seller who will try them, simply as an experiment for a while at least, will almost immediately note the goodly effect, and remark the unusually large number of new faces, those of transients who may be induced through the right treatment to become regular customers; that present themselves before his counter to be served. Such an experiment generally makes a man believe in the efficacy of "prices in the window," whether he wants to or not. Prejudice many times prevents a man from making money.

As a heading for a show card, the words following may be used to advantage:



With just a little tinge of English that adds attractiveness to the announcement. This idea can be made use of as it now reads, or the word "Public" might be substituted for smoker in the last line. A short story might also be added to push a good smoke.

Many a man is discouraged and loses heart by comparing his own store and business with the large establishment having all the modern equipments and facilities, of some rival tradesman. There is no plausible excuse or reason for this. It is all right to watch the other fellow and perhaps learn how he works certain profitable deals, but keep a stiff upper lip and saw wood—sooner or later your pile will be as large as his. It is quite pos-

sible to make the small show window fully as catchy and attractive to the public eye as the larger one, and a little care and thought bestowed upon it is all that is needed to make it "stick out like a sore thumb," figuratively speaking.

A small store will not retard the growth of any business—it is more likely to be the lack of individual effort and determination to succeed on the part of the proprietor. The man who works hard and keeps everlastingly at it is usually the one who every now and then enlarges and improves his establishment, which eventually surpasses and leads all others. It is always well to remember that "nothing succeeds like success."

Another suggestion, as to an original sign writing, is given here:



Which, it is readily seen, is a "good" sign—one that can be made good use of in directing attention to the cigar seller's stock.

The cigar merchant in particular has his audience and some are willing to pay good prices to see him—he is able to hold them only by giving what they demand. This plan when properly put into play will bring him success. But he should not forget that one of the most important requisites is politeness and civility to his public. A "thank you" costs nothing, and it wins many a customer.

Subscribe to THE SMOKER'S MAGAZINE and keep up-to-date for \$1 a year —1,000 Gummed Labels FREE,

THE SMOKER'S MAGAZINE

PUBLISHED BY
THE SMOKER'S MAGAZINE CO.
42 ALBANY ST., NEW BRUNSWICK, N. J.
—AND—
TIMES BUILDING, 41 PARK ROW,
TELEPHONE, 4226 CORTLANDT.
NEW YORK CITY.

Issued the first of every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance, beginning at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

SUBSCRIPTIONS remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue, when payment of all arrears must be made.

ADVERTISING rates furnished upon application. ENTERED at the New Brunswick, N. J. Post Office as second class mail matter.

VOL. XI. OCTOBER, 1908. No. 4

SMOKING is indeed a vile and obnoxious habit—if persisted in it invariably leads to the death of the smoker. A man in Chicago used to smoke 3,000 hams a day—is it a wonder he is dead?

A cigar drummer shot a business man who objected to his flirting with his stenographer. There are certain rights and privileges that must not be denied to drummers—such, it would seem, is the unwritten law.

Arguments between sellers and buyers are invariably business killers, at least so far as the seller is concerned.

A buyer must be accorded every courtesy, provided the seller expects to do business with him. Friction will sometimes occur, but, no matter what the cause, hot-shot should never be fired by the seller of goods.

A sarcastic tongue in a salesman

may be likened to a two-edged sword that cuts deeply in many directions—it kills customers, slashes profits and eventually cuts his own throat.

A smiling face and an affable manner will always win the day and make friends. This may be said to be the secret of success of the man behind the counter.

The receipt of a specimen copy of THE SMOKER'S MAGAZINE is an urgent invitation to subscribe, and increase your business. Please examine it carefully, and remember that 1,000 stickers, made to your order, are given with an annual subscription at \$1.00.

If there is one feature more than another that illustrates the metropolitanism of New York, it is the growing custom of pipe smoking on the street.

The London "busses" of course are lacking, but many pipe smokers may be seen riding "on the top" of a 5th Ave. stage, and perhaps fancy themselves bowling along the "Strand."

What is the real standard of excellence as regards hotel accommodations? Is it the cuisine, well furnished rooms or comfortable beds? Some may say that it lies in giving guests "value received" for whatever they pay. Central Pennsylvania hotels are credited with taking care of guests as well as any section in America.

The best is none too good, which is especially so when a man is presented with a cigar. Negotiations may be pending, which when properly handled may mean big profits to the giver, and the whole deal might be knocked into a cocked hat by the offering of a vile weed. A man will forgive another for a bad dinner, but a cigar—never.

Prompt pay makes long friends—if you owe a man a dollar and can pay it, do so at once, and get it off your mind. Small accounts for some unknown reason are the most difficult of

collection. Is it because of the smallness of the amount that the man thinks his creditor does not need the money? One thousand small accounts mean a very tidy sum and one that might well be acceptable to any business man.

Never misrepresent in the slightest degree. The truth never fails to increase custom, while on the other hand if a man feels that he has been buncoed, there is small chance that he will ever again return for more of it.

Mr. Businessman, you want the best,
So take a dollar from your vest,
And send it to us—
We'll do the rest.

Wherever you go look for THE SMOKER'S MAGAZINE and you will generally find it—in Hotels, Smoking and Reading Rooms, Clubs and the better class of Cigar Stores, where it is read by many thousand smokers. The average advertiser will find it profitable to reach this desirable clientele of buyers. The cost is small and the benefits large. Please write for further facts.

Place this copy of THE SMOKER'S MAGAZINE in your Writing and Reading Room, and note how many men read it.

A Profitable Side Line.

ODD moments are turned into ready cash by many travelling salesmen who are handling our pocket side line, which we are confident would interest many other commercial drummers, were they to know the particulars. You can increase your bank roll without going one step out of your way, and it is "easy money" for every moment you devote to the work.

Please tell us who you are and where you go, and address in strict confidence, with references,

THE SMOKER'S MAGAZINE CO.

41 Park Row, New York.

Puffs of Smoke.

OWING to the large number of repeated and persistent calls received by the Waldorf-Astoria Segar Co. for the clear Havana cigars of the Ruy Lopez Co., the first mentioned concern has decided to put in a full line of sizes in all of their retail establishments.

—Bustillo Bros. & Diaz, manufacturers of clear Havana cigars, at Tampa and Havana, are in the midst of an extremely busy time. Henry the Fourth and their other popular brands are certainly "indisputable leaders," which nobody can deny. Their cigars always make a hit with smokers.

—The offer of the Havana Tobacco Co., 111 Fifth Ave., New York, to pay a reward of \$1,000 to any one who will cause the arrest and conviction, under the Internal Revenue Laws, for an infraction, still holds good. This sum will be paid for the conviction of any person caught refilling boxes of any one of the twenty-two special brands of imported cigars handled by this firm.

—The alphabet might be searched for letters yet none would be found that would so graphically represent one of the leading brands of cigars manufactured by Jul. Alavarez & Co., of Allentown, Pa., as "O. I. C." To see is to be convinced, at least from a sight-point of view. To many smokers an "O. I. C." 5-cent cigar completes their state of happiness.

—M. Stachelberg & Co., 383 & 385 W. Broadway, New York, continues to keep busy in filling orders for La Fama Universal, Milly James and their other eminently popular brands of clear Havana smokes. One of the firm's slogans is "costliest because best"—the cost doesn't figure so much when the quality is right, which no doubt is the direct cause for the increasing demand for the goods.

—Saurman's May Belle pipe seems to have caught the public's fancy. It is an entirely new idea and a most excellent one, inasmuch as it insures a

cool, dry, healthful smoke without nicotine. There is no old pipe odor nor taste, and the pipe is extremely easy to clean. "Money back if not satisfied," should satisfy the most exacting. This really superior pipe, which fills every requirement of the smoker, is manufactured by the New Era Pipe Co., of Norristown, Pa. Special terms are made to dealers.

—John W. Merriam & Co's business is moving along with a very satisfactory degree of speed, and duplicate orders for Henry Irving, Bull Dog, Baron De Kalb, and Ellen Terry are being received in goodly numbers. "Pure Habana Segars" are the thing "At the Sign of the Bull Dog," Maiden Lane and Water St., New York. There has gone forth a universal saying to the effect that the public demands the "segars," while "we need the money," as appears in some of the firm's late advertising matter.

—The ready market for the high quality cigarettes and smoking tobaccos manufactured by Cameron & Cameron Co., Richmond, Va., keeps the factory more than reasonably busy in filling orders. Fall business with the firm has certainly opened up in good shape.

—J. Edward Cowles, the resourceful and aggressive manager of the cigar department of Austin, Nichols & Co., New York, is putting forth his usual efforts in the successful exploitation of Sweet Violet cigars, the kind that make a man risk burning his lips to get the last whiff. They are the "give me another" kind.

—Acker, Merrall & Condit Co's La Elegancia has proven itself a clear Havana cigar of superior quality and worth, and the large clientele that smoke it know a good brand of goods when they see it. The demand for these cigars is constantly increasing.

—Krum cigars have proven "the thing" in many sections. These goods are strictly union-made; they are being turned out in ever increasing numbers by W. E. Krum & Co., of

Reading, Pa., and are assuredly entitled to the patronage of men who demand a good smoke. Correspondence from critical cigar sellers solicited.

—W. I. Mayer & Co., 606 Liberty St., Pittsburg, Pa., are busily engaged in making those delicious Pantelas, known as "Mayers 604." This most satisfying stogie smoke makes friends quickly wherever placed on sale. Special prices are made to dealers.

—Park & Tilford, whose house is one of the most reliable in New York, are pushing Mi Favorita clear Havana cigars, and meeting with a large degree of success along the line. These goods are manufactured by The Ferdinand Hirsch Co., at Key West, Fla., and the excellent standard of material used has won for them the universal endorsement of connoisseurs.

—Jos. Abraham, 202-204 Pearl St., New York, is making an exceptionally strong showing with his Louis Bonaparte clear Havanas, at 15 straight, and 2 for 25, while his Henry Clinton seed and Havana, 5 and 10 cent goods, is coming to the front in good shape. Mr. Abraham's Claude Duval, a 5 straight smoke, and La Cunda cigarros, are selling well above the average.

—Busy is the word at the eight establishments of the Metropolitan Tobacco Co., in New York, Brooklyn, Staten Island, and Yonkers, where a commendable degree of modern day progress is shown by this concern, which is transacting a very satisfactory trade.

"Doesn't it give you a terrible feeling when you run over a man?" asked the tall man with the eye-glasses and cigarette.

"Yes, if he's a large man," replied the automobilist. "It gives me a pretty rough jolt sometimes."

THE SMOKER'S MAGAZINE is read by thousands of the better class of buyers—it pays advertisers.

A Good Idea For Hotels.

FEW hotel proprietors realize that in forwarding "Guests' Mail" they have a vehicle for advertising their house. In re-mailing a letter the first thing done is to erase or *scratch out the name of your house*—you should then use a gummed label on each envelope, which might read: "FORWARDED FROM THE BLANK HOUSE, ANYWHERE, U. S. A. CALL AGAIN," or any other wording desired. Your guests will appreciate the courtesy and you will find it profitable; every time a man thinks or speaks of your house it is *good advertising*.

Subscribe to THE SMOKER'S MAGAZINE at \$1.00 a year and get 1,000 Gummed Labels printed to your order. The Magazine contains much interesting "Hotel and Smokers' News," that you and many of your guests will find entertaining.

Order to-day, write right away.

THE SMOKER'S MAGAZINE CO.
41 Park Row, New York.

The World of Tobacco.

YOU must not take a drink of spirits, nor smoke a cigarette, providing you are an employee of the Rock Island Railroad and would keep within its newest rules.

—Irish soil and climate are capable of producing good tobacco; although it is admitted that a better quality can be cultivated elsewhere—Cuba, for instance.

—Japan grows and consumes large quantities of tobacco. The weed was introduced into Japan in the 17th century. The vehicle most used for smoking is a small pipe. The cigarettes used are nearly all imported.

—There is a yearly increase in the exportation of Algerian tobacco. The chief buyers are Belgium, Germany, Tunis and Holland. Algerian cigars are gradually gaining ground, Italy and Belgium being the heaviest purchasers; the same applies to the cigar-

ettes, for which the principal buyers are the countries mentioned and also France and her colonies.

—Dr. Wm. A. Caskie, of Glasgow, raises the point that appendicitis might be caused or partially accounted for by over-indulgence in cigarette smoking. Dr. H. J. Weston, of the Lewisham Infirmary, is not of the same opinion. He says: "Of the cases we have, some of which were operated upon, a large proportion (if not half) have occurred in females, which hardly supports Dr. Caskie's suggestion, since females of the lower classes do not indulge in cigarettes to any large extent." When doctors disagree, who shall decide this momentous question?

—Last year Egypt exported 536 tons of cigarettes, made of imported tobacco.

—Considerable ink is wasted concerning the injury that tobacco does to the consumer. Now comes the tale of the career of one Wm. G. Pattison, a stage driver of Minnesota, who died in Chicago after having smoked 100,000 cigars. Now the question arises, how many would Mr. Pattison have smoked had he remained away from Chicago?

—Another story comes out of the West to the end that an estimable lady died at the age of 103 years, and that she had smoked a pipe since the moment she was born. A born smoker, surely.

—Rumor has it that the United Cigar Stores Co. is on the eve of closing some 26 of its retail establishments in New York. How much truth there is in this, it is impossible to say, but the fact remains that several of the stores have already been closed and there are "To Rent" signs in the windows of several others.

—While pipes smoked in Egypt are indigenous to the country, considerable use is made of the water pipe of Persia, which is especially true with the better classes. This pipe is common in most Oriental countries, and

is known as the Narghile, Hookah, Kalyun, or Hubble-Bubble. The word Narghile is probably derived from Nargil or Barel—a cocoanut, the primitive hookah having been made from a cocoanut shell partly filled with water.

—England annually converts 68,500,000 pounds of tobacco into ashes, through the agency of cigars, cigarettes, chewing and smoking. However, the average Englishman chews little or none.

—Germany is said to have consumed 80,102 metric tons of tobacco last year, of which 24,000 tons were home grown.

—Madagascar tobacco is of good quality, but the natives devote little care to its preparation. They prefer to chew the weed, rather than smoke it. At Tananarivo the consumption of tobacco per head of the population of the United Kingdom has increased from 13¾ oz. to 1 lb. 14½ oz.

—The French Government tobacco monopoly will undertake to obtain all of its tobacco supplies from Havana, by reason of a contract entered into between the Government and the Havana Tobacco Co.

—The British-American Tobacco Co. has threatened to invade Australia, and to this end, the British Australasian Tobacco Co. has been formed, with a capital of \$7,500,000. Two leading Australian firms are said to have combined to fight the invasion.

—The Island of Alderney Legislature has rejected a bill to tax tobacco. Jersey and Guernsey have tax laws, but Alderney remains the only place within the British Empire where tobacco is not taxed.

—The Island of Formosa imported 25,000 pounds of tobacco for native consumption during 1901. It came from China, mostly.

—A factory for the manufacture of tobacco may be erected in the De Kaap Valley, as the possibilities for growing the weed in the Transvaal and Swaziland are good.

—Tobacco culture is rapidly ex-

tending in Greece, and the 1903 crop promises to far exceed that of 1902.

—One of the chief industries of Honduras is the curing and manufacture of cigars and tobacco.

—News comes from the Grand Duchy of Baden that cigarmakers have experienced a bad year. British pipes are finding new favor and cigar-smoking is losing in vogue.

—Consul Churchward reports the Porto Rico tobacco industry in a paper to the Foreign Office for 1902 as having grown greatly within the past two years.

—A firm in Cardiff, Wales, has constructed a cigarette model of the new town hall, and induced the Mayor to officially inspect it. Over 25,000 cigarettes were used. The model is 9 ft. long, by 4 ft. high.

—Count Tolstoi's anti-tobacco propaganda has seemingly made little progress in the town of Batley. One business firm there offered \$5 to each of the 1,000 employees who should abstain from smoking and chewing for six months. Nearly half of the male operatives have already disqualified themselves, and by February, the expiration of the trial, it is feared that few will remain true to their compact. The system also extends to women and girls.

—Cigar and cigarette holders made from milk stone, a by-product of the dairying industry, are the latest novelty. Milk stone possesses many of the properties of celluloid, but it does not ignite as readily, and is entirely odorless.

—German firms employ 175,000 persons in the cigar making industry.

—There is a new phase in the tobacco war in England. The Imperial Tobacco Company has begun a conflict with the pipemakers and has started a wholesale supply department. Profits in this line are large, and this move will cut them down. Britishers will be able to get a good briar pipe for less money.

—The Italian Tobacco Monopoly

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

Please mention THE SMOKER'S MAGAZINE to advertisers.

SAURMAN'S

The May Belle.



Patented June 10, 1902.

New Era Pipe

Is easy to clean, gives a cool, dry, healthful smoke without nicotine. No old pipe odor or taste. The nicotine removed by expansion, collected and retained in the absorbent, cannot reach the mouth to injure the health.

Made of Briar, Price \$1.00 by mail. With fine amber mouth piece, \$2.50. Heavy Sterling silver mounting, \$3.50.

Money back if not satisfactory.

Dealers write for prices. Booklet Free.

Reference: Mon't Trust Co.

NEW ERA PIPE CO.,

Dept. 1.

NORRISTOWN, PA.

Smoke Up!
Mayer's 604
PANETELAS

are the most reliable
Stogie Smoke
 money can buy.

—SEND—
\$1.00 at once for a sample box
 and you will be convinced.
 Special price to dealers—Ask for
 quotation.

W. I. MAYER & CO., Makers,
 606 Liberty St., - Pittsburg, Pa.

has yielded an increased revenue to the amount of 6½ million lire.

—The Glasgow cigarette-making industry goes back to 1888. Seven hundred persons are engaged in the work there.

—Dr. Stubbs, the chemist of the Agricultural Experiment Station of Louisiana, is investigating Perique tobacco to learn some simple method of distinguishing that leaf from its many imitations. The genuine is grown in the parishes of St. James, St. John the Baptist and Assumption, and in quantity ranges from 40,000 to 65,000 pounds per annum. The process of curing is long, tedious, and expensive, but the finished article is so popular that the supply always falls short of the demand.

—Attempts have been made to open up the London market for the Bulgarian tobacco trade, but the success is yet to come. Legislation in Bulgaria, however, favors the tobacco industry, and it is developing rapidly.

—Turkish tobacco is high, according to advices from Cavalla, and the new crop promises to be fair, but less than last year, although the leaf is larger.

—Ira Taylor has opened a handsome cigar emporium at Middlebury, Vt.

—The Smokers' Paradise, whose main establishment is at New York and Pacific avenues in Atlantic City, has opened a splendidly attractive branch, corner of Pennsylvania and Atlantic Aves.

—E. S. Folley, of Portland, Me., has bought George W. Cole's cigar establishment at St. Johnsbury, Vt.

—Important new factories for the manufacture of cigars are to be erected in Havana, Tampa and Key West shortly.

—Gipsies are inveterate cigarette smokers. The romany rye, or gipsy gentleman, affects a meerschaum holder, with an amber mouthpiece, and does not mind what he pays for the accessory so long as he gets the "genuine" article.

—Japan established its tobacco monopoly in 1899. It has not proven an extraordinary source of revenue.

"Giving a Friend a Weigh."



A Cigar Lighter.

smokers go blocks out of their way to the store that keeps the best five-cent cigar. Then why don't keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

SWEET VIOLET CIGARS

Are GOOD Cigars

The kind that makes a man risk burning his lips to get the last whiff

THEY ARE THE "COME AGAIN" SORT; TRY ONE AND YOU WILL BUY MORE

A MAN can smoke one with his head in the air. He can give one to a friend or sell one to a customer and not lose either of them. It has been a strictly popular brand for the past fourteen years, and that's a long time. It will prove a revelation to those who have heretofore smoked the ordinary five-cent cigar.

When a dealer sells a "Sweet Violet" he makes a friend for his store, and friends are money in the cigar business. You know that

AUSTIN, NICHOLS & CO.

J. EDWARD COWLES, Mgr. Cigar Dept.

New York.

A sure cure for Dry Cigars and Tobacco.



A cure for foul, slimy, Spunge, Cotton and Felt.

The above devices Nos. 1, 2, 3, 4 and 5, under O. R. Rice's Patent, Jan. 26, 1892, are all adjusted above cigars and tobacco perforated side down, the absorbent in them is mineral and the longer water stand in it the cleaner it becomes. Common sense teaches that moisture is heavier than air and falls and that being a fact dealers with pans underneath their goods only expose their ignorance of the first principle of moistening cigars and tobacco; water absorbed in sponge, cotton or felt becomes slimy and poisonous, that which no smoker should suck and inhale.

Nos. 1 and 2 represent show case moisteners (for every 3 feet) to hang above the retail stock. No. 1 shows practical advertising for cigar jobbers and manufacturers; very low price in quantities. No. 2 for tobacco pans. No. 4, Pans 14x12x20 to slide in rear of silent salesman case in place of worthless pan wrongly placed with perforated side up; also size 14x7x17 for each wall case shelf; 14x18x40 for storage room, and all sizes for storage chests. No. 5, No gentleman's room is complete without it—no box of cigars can be kept outside of a closed case without it. Give us the number of shelves in wall case and size of show case, and we will ship on 10 days approval.

O. R. RICE & CO., 103 East 14th Street, NEW YORK.

BARGAINS IN TYPEWRITERS.



We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

243 Broadway, New York City.

Telephone, 5399 Cortlandt.

Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and 1 standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

JOS. ABRAHAM, LEAF TOBACCO

Wholesale and Retail.
202-204 Pearl Street, and 113 Malden Lane,
NEW YORK.
TELEPHONE 1853 JOHN.

You Can Easily
PLAY PIANO
Without Study.

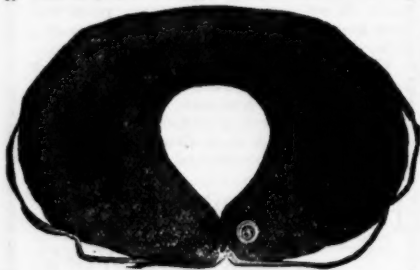
See Advt. on Page 123

Please mention THE SMOKER'S MAGAZINE to advertisers.

As we journey through life let us Rest by the way.

"Nothing so Rare as Resting on Air."

\$100 Worth
of Comfort, and Safety to the
full value of your Life, all
For \$2 Charges
Prepaid



INFLATED.

For the Fisherman, the Sportsman, the Duck Hunter, every Boat Owner and Canoeist, and All who desire

COMFORT and SAFETY.

- A Yoke to save your shoulders.
- A Swimming Collar for non-floaters.
- A Life Preserver in case of accident.
- A Cushion when waiting in the woods.
- A Back or Head Rest while watching for Ducks.
- A Protection for shoulders from heavy gun.
- A Softener of hard seats.
- A Preventive against rheumatism.
- A Cure for tiresome positions, and
- A Cushion for Camp, Boat, Office and Home.

CARRY IT IN YOUR POCKET--

IT WEIGHS JUST ONE POUND.

While you sit and listen for the Whirr of the Duck's Wings—the Call of the Moose—the approach of Deer or Bear—the Rising of the Fish, or the many sounds that promise a good shot or catch, you may be obliged to sit on a cold and hard stone, a wet log or the damp earth; and at such times you'd gladly give

\$10 For our Sportsman's Air Cushion.
We sent it. Prepaid, for only **\$2**

Pneumatic Mattress and Cushion Co.,

2 and 3 South St., NEW YORK CITY
Mention THE SMOKER'S MAGAZINE when ordering and we will pay your subscription for one year.

There are no large tobacco planters in the country, and a small army of officials is needed to prevent the small farmers from illicit dealings.

—The house of John J. Bagley & Co. was founded in Detroit, Mich., by the late Governor Bagley, on Sept. 11th, 1853. It has therefore passed its golden jubilee.

—Mrs. Mary Henderson, who died at the age of 91, at Franklin, Va., left 90 children, grand and great grandchildren. She had smoked since a child, and outlived nine other members of the family who were non-smokers.

—The use of tobacco during relief from quarters has been granted the students of West Point, according to a new rule.

—There are 500 tobacco manufacturers in England, who turn out 81,000,000 pounds per year. In 1860 there were 570 manufacturers who made 36,000,000 pounds.

—The Australian Federal Parliament has been debating the question of creating a State Monopoly of the manufacture and sale of tobacco, cigars and cigarettes. No definite arrangements have been made, however, as one of the Senators has declared the step unconstitutional.

—Egypt has not grown any tobacco since 1890, hence it is imported, chiefly from Turkey, Smyrna, Macedonia, Greece and Bosnia.

—It is a rule in every bank in New York that smoking shall not be indulged in during business hours.

—French smokers were in the habit of making their own cigarettes until the early '60s. Machinery appeared for cigarette making when the necessity demanded it.

"Boss," said the wanderer, "I went through three battles."

"Shake!" exclaimed the man in the cottage. "I went through three myself."

"You did?"

"Yes; I was married three times."
—Chicago News.

"And so Prof. Augustus has at last discovered the missing link! Where did he find it?"

"Under the bureau, I understand."

ACKER, MERRALL & CONDIT'S



CLEAR HAVANA CIGARS,

Chambers St., West Broadway and Warren St.,
57th St. and 6th Ave., and 135-139 West 42d St.

New York.

Union-Made Cigars.

DEALERS who are interested in strictly Union Made Cigars are invited to write us for an explanatory price list. We want to hear from some critical dealers who are able to judge our prices and quality of cigars as compared with others. Write today, for tomorrow may never come, and address all letters to

W. E. KRUM & CO., Reading, Pa.

— SIDE LINE —

WE HAVE A GOOD "SIDE LINE" FOR A GOOD CIGAR AND TOBACCO SALESMAN. "EASY MONEY" IF HE KNOWS THE TRADE. WRITE FOR PARTICULARS AND STATE TERRITORY AND REFERENCES. THE SMOKER'S MAGAZINE, NEW YORK.

— EASY MONEY —

CIGARS If you are looking for a first class line of cheap cigars—cheap in price only—it will pay you to write and get your prices. For cheapness and good quality our cigars defy all competition

Dealers will please make a note of that fact, and address

HORNING & CO.,

714 N. 8th St. Reading, Pa.



Please mention THE SMOKER'S MAGAZINE to advertisers.

SOME DO—SOME DON'T
DON'T BE A DON'T

Register YOUR BRANDS

A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

**Have Your Brands Registered
For Your Own Good.**

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection,25

Cash to accompany all applications.

The Smoker's Magazine Co.,
Times Building, New York.

**Red Register
Bureau.**

New Smoke Houses.

WHAT looks very much like success is the well-equipped cigar store, under the able management of Harding & Gray, at Saranac Lake, N. Y.

—A new and attractive cigar store has been opened in Warrensburg, N. Y., by Robert M. Calhoun.

—Thomas L. Farrey, Goshen, N. Y., has opened a neat and up-to-date cigar establishment.

—At 24 Water St., Haverhill, Mass., J. Edward Bates has opened a first-class and attractive cigar emporium.

—William Reed has secured the cigar privilege in the Haynes Hotel, Springfield, Mass.

A modernly handsome cigar store has been opened by Roy Clingler and Oliver Address, in Lafayette, Ind.

—A cigar store to be conducted on modern lines, has been opened by W. F. Snyder, at 9th and Main Sts., Kansas City, Mo.

—John Kroger, Doylestown, Pa., has opened a very neat and attractive cigar store.

—One of the most artistic cigar stores in Pittston, Pa., was recently opened on Luzerne Ave., by A. G. Summer.

—In Galesburg, Ill., E. J. Ross and T. J. Lalor have opened a cigar store of the first class at 305 E. Main St., which promises to be a success, if looks count for aught.

—Under the able management of E. R. Race, a neat and modern cigar store has been opened in Lewiston, Mont.

—In St. Louis, Mo., a very handsome cigar establishment has been opened by the Laclede Cigar Co. at 316 Olive St. It is advantageously located.

—W. J. Dallas is the proprietor of a recently opened and attractive cigar store at 15th and Brandywine Sts., Philadelphia, Pa.

—Under the proprietorship of Jos. T. Henry, a first-class cigar store was lately opened on S. George St., York, Pa.

—One of the most artistic and handsomely decorated cigar establish-

You Can Easily

PLAY PIANO

In a Few Minutes

A FACT that is readily demonstrated by following the simple instructions given in connection with the Diagram of Piano Keyboard.

HE WHO READS MAY PLAY the Piano or Organ, as a technical knowledge of music is made unnecessary by the use of our New and Easy Method of Simple Instruction, which enables any one who can read to Play "By Sight" or "By Ear" without long, tedious and expensive study.

THIS EASY METHOD consists of 24 Piano Accompaniments of 72 Full Chords. Three Complete Chords for every key, both Major and Minor—which are fully illustrated and explained by Diagram of the Piano Keyboard, Notes, Letters, other valuable instruction, etc., in Nutshell form—all easily understood, even by a child.

Don't Take Our Word for It,

But send for a copy and try it, and see *how easy* it is when put to the actual and *practical test* on your own piano. If it is not exactly as represented, in every particular, send it back and get your money. Can you ask for more?

You Run Absolutely no Risk.

LEARN THREE CHORDS and you can Play accompaniments to Singing, playing of Violin, Banjo, Mandolin, other musical instruments, etc., in a manner that will astonish and delight you, surprise and entertain your friends and brighten many otherwise dull evenings.

NOT ONE COPY of this Simplified Method, which is now in its **THIRD EDITION**, has ever been returned on our offer "Satisfaction Guaranteed or Money Refunded," because everything is exactly as represented—being simple, complete, instructive and assuring success.

SPECIAL OFFER: This Method (Fully Protected by Copyright) is neatly printed and bound in Booklet form and sells for 50 cents. To readers of the **SMOKER'S MAGAZINE** we will send a copy per prepaid mail, upon receipt of 25 cents. You've always wanted to Play the Piano—this Booklet will "show you how" as simple as A, B, C. Send stamps or coin and order today.

**THE SPENCER COMPANY, 147 NASSAU ST.,
NEW YORK.**

TO
**SUBSCRIBERS
ONLY!**

A Lick and They'll Stick,
But You'll Not Get Stuck.

**2000
GUMMED
LABELS**

SEND CASH
WITH ORDER.

\$1.⁰⁰

**Advertise Your Store.
Increase your Business.**

A. WISEMAN,
DEALER IN
FINE CIGARS,
711 Easy Street,
Hustletown, N. Y.

EXACT SIZE, 1 1/2 X 1 1/4 INCHES.

Anything
you want on
them; but
the less you
have, the bet-
ter they will
show up.

This label
contains all
that's neces-

sary. Neatly printed on best gummed paper
in assorted colors, and mailed promptly (in
about 10 days) in a specially made box that
will keep them in perfect shape. Don't wait
until you're all out, order now.

**YOU WANT MORE?
ALL RIGHT! Send us**

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine Co.

New Brunswick, N. J., and
Times Building, New York.

30 STAMPS ACCEPTED.

ments in Danbury, Conn., is that
owned by C. A. Hoffman, at 27
White St.

—Wm. J. McDonald has opened a
new cigar store in first-class shape at
382 Hampshire St., Lawrence, Mass.
He should do a good and profitable
business.

—A store to be conducted on
modern lines has been opened by John
Jurden, on Madison St., Syracuse, N.
Y. It looks like a winner.

—H. Hilsenhoff has opened a hand-
some little cigar store in Humbolt, Ia.

—Under the able and masterly hand
of Geo. I. Whitmore, a very attractive
cigar store has been opened at Mara-
thon, N. Y.

—An attractive cigar dispensary
has been opened in Fairfield, Me.,
which will be conducted under the
management of L. M. Hoyt, who
knows how to do it successfully.

—The cigar store of W. B. Shimer
has been removed to larger and more
commodious quarters in the Pell
Block, S. Railroad St., Carlisle, Pa.

—Harry Miller has opened an
attractive cigar establishment in City
Hotel Bldg., Boston, Mass.

—In Spencer, Mass., a very neat
cigar store has been opened by James
Bagley—a name well known in
tobacco circles.

—James G. Trexler has purchased
the Place cigar store, Hamburg, Pa.,
which will undergo improvements of
rather an elaborate nature.

Merchant—"I suppose you have a
wide acquaintance in St. Louis?"

Cigar Drummer—"That's what.
She weighs every ounce of 250
pounds."

Old Lady—"I can't bear to see you
smoking that cigarette, little boy."

Street Urchin—"Can't yer, mum?
Keep a-movin', then, an' I won't draw
anudder puff till youse is 'round de
corner."—Philadelphia Bulletin.

Mr. Foxey—"There, I've let my ci-
gar go out again. Do you know, my
dear, it spoils a cigar, no matter how
good it is, if you allow it to go out?"

Mrs. Foxey—"Yes; a cigar is very
much like a man in that respect."

WHERE TO STOP.

HOTEL CADILLAC,
BROADWAY & 45D ST.,
NEW YORK.
European Plan.
M. E. GRAVES, Prop.

YOUNG'S HOTEL,
European Plan.
BOSTON, MASS.
Head of State Street.
J. R. WHIPPLE & Co., Props.

COOLEY'S HOTEL,
SPRINGFIELD, MASS.
All newly furnished.
Everything modern.
HENRY E. MARSH, Prop.

CONTINENTAL HOTEL,
PHILADELPHIA.
Room with board, \$3 upward.
European plan, \$1 upward.
L. J. MALTBY, Prop.

—NEW—
Hoffman House,

MADISON SQUARE,
NEW YORK.
ABSOLUTELY FIREPROOF.
European Plan.
J. P. CADDIGAN, Prop.

THE BUTTERFIELD,
UTICA, N. Y.
American plan, \$2.50 upward.
European plan, \$1.00 upward.
GEORGE W. PEARCE, Mgr.

THE KNUTSFORD,
SALT LAKE CITY.
—FIREPROOF—
Most elegant Hotel in the West.
G. S. HOLMES, Prop.

THE QUEENS,
TORONTO, ONTARIO.
Home comforts, delightful situation on FRONT STREET.
MCGAW & WINNETT, Props.

RIGGS HOUSE,

WASHINGTON, D. C.
The Hotel "Par Excellent" of the
National Capitol.
First-class appointments.
O. G. STAPLES, Prop.

THE HOLLENDEN,
CLEVELAND, O.
European Plan.
Rates \$1 to \$4 per day.

The STRATFORD,
CHICAGO.

A strictly first-class European
Hotel, with every modern ac-
cessory. Cuisine and service
unsurpassed.

GEORGE B. WEAVER,
Proprietor.

HOTEL SOHENLEY,
PITTSBURG, PA.
European plan—special induc-
ements—Fireproof.
JAMES RILEY, Prop.



BUSINESS CARDS
TO MATCH
STATIONERY.

147 N. 10th

SIZE, 4 1/4 x 2 1/4.
IVORY SURFACE.

BECK ENGRAVING CO. Phila. Pa.,

**YOUR STATIONERY PLAYS AN IMPORTANT PART
IN THE SUCCESS OF YOUR BUSINESS**

A FINELY ENGRAVED LETTER HEAD
AT THE SIMPLE COST OF PRESS WORK
NO EXPENSE FOR THE ENGRAVING

PARTICULARS THE BECK ENGRAVING CO.
147 N. 10TH ST. PHILA. PA.

Please mention THE SMOKER'S MAGAZINE to advertisers.



B. SHARP,
HIGH-GRADE
Cigars,
10 COMFORT ST.,
Goldton, Cal.

EXACT SIZE 1-1/2 X 1-1/4 INCHES.

YOUR NAME ON

1000 GUMMED FREE LABELS

With a Year's Subscription to

The Smoker's Magazine \$1.

**JUST
HOW
THEY
LOOK**



Y. D. WAKE,
DEALER IN
FINE CIGARS
1000 PURCHASE ST.,
Priceville, Ok.

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and increasing your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make ONE SIZE ONLY, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

Quantity and Quality at Lowest Prices.

A Year's Subscription to The Smoker's Magazine with	1,000 Gummed Labels,	\$1.00
3,000	"	2.00
6,000	"	3.00
10,000	"	4.00

SEND CASH WITH ORDER. STAMPS ACCEPTED.

The less reading a label contains the better it will look. Write plainly, giving full address and order to-day.

THE SMOKER'S MAGAZINE CO.

New Brunswick, N. J.

and

Times Building,

New York.

WE REFER TO ALL COMMERCIAL AGENTS, AND BAKERS AND EXPRESS COMPANIES IN NEW YORK.

SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

The Only Magazine Issued Solely in the Interests of the Retailer and His Customers.

Thousands of the most successful retailers the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

We solicit the subscription of every intelligent cigarman in the land.

May we not have yours?
Read What Others Say.

"The best publication in the trade,"

L. W. COON, NEW YORK.

"My customers find it interesting and prefer it to any other trade paper," M. GROSSMAN, NEW YORK.

"It is always full of valuable and timely suggestions and I prize it very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOLMAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROSENBAUM, NEW YORK.

"We got stuck on it and consider it a bargain,"

H. C. WILD & CO., KANSAS CITY, MO.

"Your valuable suggestions on window dressing doubled our sales last week,"

PETERSON

"The best investment I ever made," BRO. S. FALG, N. Y.

LOUIS SMIES, CRIPPLE CREEK, COL.

"No cigar store complete without it, ideas enough in a copy to last a month," D. FROWLER, NEW YORK.

And hundreds of others from all classes of cigar-men.

I. HUSTLE,
CIGARS
AND
TOBACCO,
Blissville, Me.

ANDY SMART'S
Smoke Shop,
17 Prosperity Ave.,
COR. PLEASANT ST.
DOLLARSTOWN, U. S.

Please mention THE SMOKER'S MAGAZINE to advertisers

THE SMOKER'S MAGAZINE SIGN MARKER

(The line above is the style and size of letters in the set.)

With a Year's Subscription to the Magazine, \$1.25, Prepaid.



The exact size is 3x8x1½ inches. Weight nearly 10 oz.

THE SIGN MARKER is practical in every way, and being made of the best material will last a lifetime. The above engraving shows the set of FIFTY ½-inch rubber type (capital letters, figures, ornaments, etc.) packed in a strong box with self-inking pad, and ready for use.

IT IS INDISPENSABLE

to merchants in all lines of business and can be used in hundreds of ways in making Signs, Show Cards, Price Tickets, Bulletins, Marking Boxes, Printing on any flat surface, etc., saving time and money, and paying for itself almost every time it is used. Sets selling at \$3.00 and upwards will do no better work, while this set costs practically nothing, being sent prepaid with a year's subscription to **THE SMOKER'S MAGAZINE** at \$1.25. This unheard of offer is made simply to increase the circulation of the magazine, which will be found interesting and of great value to every man who makes, handles or smokes cigars. **THE SIGN MARKER** is not sold nor sent C.O.D.—it is FREE, and there is but one way to get it, and that is to subscribe to **THE SMOKER'S MAGAZINE** for one year at \$1.25, and one will be sent prepaid upon receipt of subscription. Guaranteed exactly as represented in every particular or money refunded without question. **You run no risk!**

*Do it,
now.*

should take advantage of it at once.

Please send us Postal or Express Order, New York Draft or a.c. stamps in registered letter for \$1.25 and your subscription for one year will be entered and a sign marker sent you promptly. Make local checks for \$1.25—they cost us 10c. for collection. Stamps or money in unregistered letters at sender's risk. This offer is open to old subscribers as well as new—send in your order and have your subscription extended one year.

Every man can realize the great value of this offer, and Don't delay—send your order to-day—NOW IS THE TIME

The Smoker's Magazine Co.,

New Brunswick, N. J., and Times Building, New York.

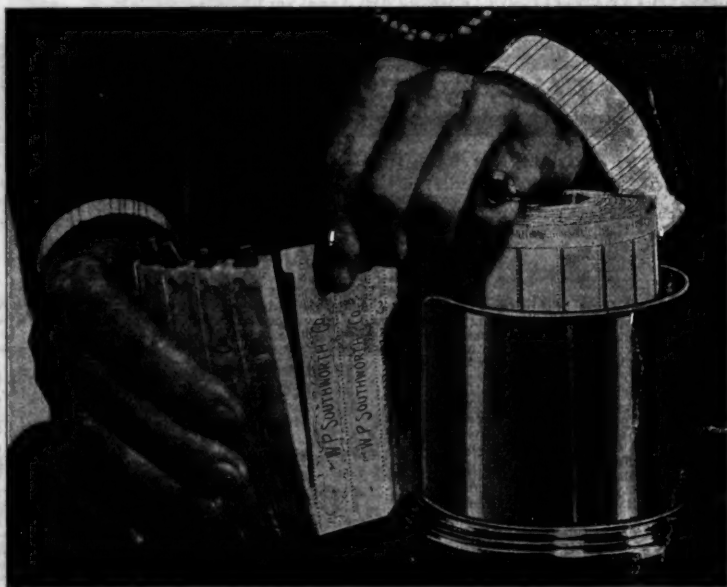
AGENTS WANTED.

We refer to all Commercial Agencies, Banks and Express Companies in New York City.

STILL ANOTHER IMPROVEMENT!!!

PARMENTER'S WAX-LINED CIGAR POCKETS CAN
NOW BE HAD IN ROLLS OF 250.

A FINELY FINISHED BRASS RETAINER FOR
COUNTER USE **F-R-E-E** WITH EACH INITIAL
ORDER OF TEN THOUSAND POCKETS.



Retainer Patented August 12, 1902.

RACINE PAPER GOODS CO.

Sole Owners and Manufacturers,
RACINE, WISCONSIN, U. S. A.



To the wise

YOUR ADVERTISEMENT
IN THE SMOKER'S MAG-
AZINE WILL COST YOU
LITTLE AND BENEFIT
YOU MUCH.....

Advertise



Metropolitan Tobacco Company,

OFFICE AND MAIN DEPOT:

**134-136 Grand Street, Corner Crosby,
NEW YORK.**

BRANCHES:

313 West 125th St., New York

234 Gold St., Brooklyn

319 E. Houston St., New York

137 Duffield St., Brooklyn.

9-11 Warburton Ave., Yonkers, N. Y.

197 Graham Ave., Brooklyn.

116 RICHMOND TERRACE, PORT RICHMOND, STATEN ISLAND.



Made "At the Sign of the Bull Dog"

Henry Irving
"Bull Dog"

and

Baron De Kalb

Pure Habana Segars

We guarantee them uncommonly good.

For 50c. we will send you picture of King Lud in unique kennel frame.

JOHN W. MERRIAM & CO.

The Roycroft Segar Shop,

NEW YORK.

Smoke
The Finest Quality

Tobacco
and
Cigarettes

MANUFACTURED BY

Cameron &
Cameron Co.

INDEPENDENT FACTORY

Richmond, Va.

ESTABLISHED 1887.

"Costliest Because Best."



CLEAR HAVANA

M. Stachelberg & Co.,

383 and 385 West Broadway,
NEW YORK.